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**Socio-Cultural Factors and Growth of Women-Owned Micro and
Small Enterprises in Likuyani Sub County, Kakamega County**

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Socio-Cultural Factors and Growth of Women-Owned Micro and Small Enterprises in Likuyani Sub County, Kakamega County

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Abstract

Purpose: This study focused on the social- cultural factors and growth of Micro and Small enterprises owned by women in Likuyani Sub County, Kakamega County, Kenya. The study sought to investigate the social –cultural factors that influence the growth of women-owned MSE enterprises in Likuyani sub County, Kakamega County, Kenya. The specific objectives for the study were :-To determine the influence of literacy on the Growth of women-owned MSEs in Likuyani Sub County, Kakamega County, determine the influence of discrimination on the Growth of women-owned MSEs in Likuyani Sub County, Kakamega County, find out the effects of domestic commitments on the Growth of women-owned MSEs in Likuyani Sub County, Kakamega County and to establish the influence of social networking on the Growth of womenowned MSEs in Likuyani Sub County, Kakamega County.

Methodology: The study adopted a descriptive research design. The study targeted a population of 729 women-owned MSEs in Likuyani Sub County who were sampled using Stratified sampling to arrive at an adequate sample of 252 respondents. A structured questionnaire was used as a tool to collect primary data. Validity and reliability tests were done on the research tool through piloting before administration. The data collected was analyzed using quantitative analysis to produce descriptive statistics and inferential analysis to predict a study model.

Findings: The study findings showed that; literacy, discrimination, domestic commitments and social networking, had a significant positive influence on the Growth of women-owned MSEs in Likuyani Sub County. In conclusion, the study revealed at 5% level of significance, 67.7% of variation in Growth of women-owned MSEs in Likuyani Sub County being explained by literacy levels, discrimination, domestic commitments, and social networking.

Unique contribution to theory, practice and policy: The study recommended that; women in Kakamega County should seek to access basic secondary school education at minimum to attain some basic entrepreneurial skill and business skills access; the county government of Kakamega should take stringent measures for ensuring that section of the constitution of Kenya relating to

gender equity and rights of women are keenly observed for eliminating discrimination; there should be equal sharing of domestic commitments and promotion of women rights through equal gender division of labour between husband and wife or within the family, women within the county should build strong social networking.

Key Words: *Socio-Cultural Factors, Growth, women-owned Micro and Small Enterprises, Likuyani Sub County.*

INTRODUCTION

In the country's economic perspective, MSEs contribute towards generation of new jobs and employment as they help in technological advancement and improving both the economy and standard of living of the bottom of the pyramid (BoP) society (Rauch, 2014). In Kenya, MSEs have the potential and the remarkable undertaking of bringing millions of citizens from the survivalist level; including the informal economy, to the mainstream economy (Gikaro, 2016). It is in this respect that the Government of Kenya (GoK) has acknowledged the significant role MSEs play in the Kenya economy, therefore through Kenya Vision 2030 has incorporated the strengthening of MSEs to become the key industries of tomorrow by improving their productivity and innovation (Government of Kenya, 2013). MSEs in Kenya cut across all sectors of the economy and provide one of the main sources of employment and generate widespread economic benefits (Marlow, 2014). The small- to medium-sized enterprises, which fall within the private sector, have employed a majority of Kenyans who have not been absorbed in the public, large private and not-for-profit sectors (Government of Kenya, 2014).

Globally, empirical research has shown that women-owned businesses are one of the fastest growing entrepreneurial populations in the world, where they make significant contributions to growth of economic and employment creation in all economies as well as entrepreneurship diversity coupled with emancipation and empowerment (Taiwo, Agwu, Adetiloye & Afolabi, 2016). However, women have been largely denied their opportunities to sustain their MSEs, which has greatly contributed to retarded country's economy (Wasike, 2013).

In fact, women have not been on an equal footing with their counterparts, men as far as growth of their MSEs is concerned (Hossain, Siddique. & Al Jamil, 2018). The majority of entrepreneurial women are illiterate or semi-literate, a phenomenon that impacts negatively on growth of their MSEs (Hassan & Mugambi, 2013). Most women entrepreneurs are less educated women may face financial and human capital constraints which limit their business pursuits. Unfortunately, female entrepreneurship talent and potential remains poorly tapped in many counties, there remains a great deal of benefit to be leveraged (Ramadani, 2015). Consequently, there is observed absence or poor entrepreneurial strategy employed by women entrepreneurs (Alsos, Ljunggren, Carter & Jorstad, 2016).

Further, some legal frameworks are insensitive to women's access and ownership to property. In many developing countries, legislation exists that limits contractual rights and economic

participation for women including Southern and Eastern Africa (United Nations Entity for Gender Equality and the Empowerment of Women, 2016). Women had been excluded from the ownership of property, which limited their access to collateral for loan financing.

In an effort to alleviate poverty and decrease unemployment as well as eliminate the disparity between male and female entrepreneurs in Kenya, the government of Kenya has engaged in tremendous efforts to spur economic growth (Hisrich & Kearney, 2017). More specifically, the key to economic growth in Kenya as well as achievement of the sustainable development goals (SDGs) is by generating employment through the women entrepreneurs. Despite this realization, women have always been excluded from the financial empowerment although they would contribute equally as men (Hunt & Samman, 2016).

The society in Likuyani Sub County perceives women different from men, determining the different role expectations for both men and women in the society. In this perspective, men are considered as in charge on managing and taking care of the families' economic aspects to the extent of husbands deciding the role of their women in entrepreneurship (Hassan & Mugambi, 2013). This leaves women with minimal or no control over the family or their own resources, a situation more worsened when the woman is the head of the household; such as single mothers, widows or single ladies (Wasike, 2013). These women struggle to engage actively in economic activity which would enable them to provide and support themselves and their families (Marlow, & Swail, 2014).

Growth of MSEs has been discussed in several forums and various definitions proffered on what it involves. In this study and most other studies of the influence of gender on business performance and growth from developed economies conclude that women-owned businesses perform less well. It also appears that under-resourcing at start-up contributes to this situation. Women tend to have fewer resources to start up business, which is manifested in personal savings being less available; women are investing less in their businesses; women often also appear less successful in the achievement of their business goals, in business performance and growth (Marlow & McAdam, 2013).

Statement of the Problem

Women-owned businesses are one of the fastest growing entrepreneurial populations in the world, making significant contributions to growth of economic and employment creation in all economies as well as entrepreneurship diversity coupled with emancipation and empowerment (Ramadani, Hisrich & Gërguri -Rashiti, 2015). However, socio-cultural factors have denied women their opportunities to sustain their MSEs, which has greatly contributed to retarded country's economy (Hossain, Siddique. & Al Jamil, 2018; Witbooi & Ukpere, 2011; Wasike, 2013). Consequently, majority of women-owned micro enterprises are collapsing at their early stages.

Though most MSE around the world have registered growth, there seem to be a problem of growth in women-owned MSE in Likuyani sub County, Kakamega County. Studies have been conducted on women-owned MSEs in both urban and, rural areas and how it is influenced by financial

practices, but no comprehensive study has been done to address; literacy levels, social cultural practices, access to social networking as the factors influencing Growth of women-owned MSEs in Likuyani Sub County, Kakamega County. Therefore, this study sought to yield solutions to the problems in growth of women-owned MSEs in Likuyani Sub County, Kakamega County due to socio-cultural factors.

Objectives of the Study

- i. To establish the influence of literacy on the Growth of women-owned MSEs in Likuyani Sub County, Kakamega County.
- ii. To determine the influence of discrimination on the Growth of women-owned MSEs in Likuyani Sub County, Kakamega County.

LITERATURE REVIEW Entrepreneurship Theory of Shane

Entrepreneurship Theory of Shane (2003) states that an ability to identify and tap the opportunity provided by the external business environment to start or improve business owners, differs between individuals and depends on individual's ability to access information and willingness to act upon the information in terms of risk. Ability to access information and willingness to act upon the information in terms of risk could be inferred to represent attitude to risk.

Studies have found that attitude and behavioural intention are positively related and that attitude towards behaviour leads to intention which eventually leads to actual behaviour. The theory consists of opportunity discovery, evaluation of the opportunity and the decision to exploit the opportunity. Others elements of the theory include self-employment, business operation and performance. The theory highlighted four operational measures of performance which are survival, growth, profitability/income, and experiencing initial public offering. Survival refers to continuation of entrepreneurial activity while growth refers to increase in the venture's sales and employment. Profitability refers to new surplus of revenue over cost while experiencing initial public offer refers to the sale of stock to the public (Shane, 2003).

Sociological Theory of Entrepreneurship

According to sociological theory, the social context comprises social networks, the life courses stage context, ethnic identification and population environmentalism (Efi & Akpan, 2012). As a part of the social context the theory is used to look at the barriers to entrepreneurship success, which affect the sustainability of a new enterprise and its success (Simpeh, 2011). Looking at these aspects, Kim and Aldrich (2005) argue that social networks refers to social relationship construction and connections which are trustful and not exploitive, without unnecessary benefiting from people. From this perspective, success should be the outcome of being faithful to people.

Also the theory focuses on the life situation and characteristics of entrepreneurs, which are analyzed to find out who has decided to become an entrepreneur through the influence of their thoughts and actions leading them to do something with their lives (Landstrom, 2007).

Furthermore, there is the ethnic identification issue, where sociological background becomes a critical push factor in order to become an entrepreneur, as the social background of an individual helps him or her to know the way forward through striving hard for success (Burguer-Helmchen, 2012).

Conceptual framework

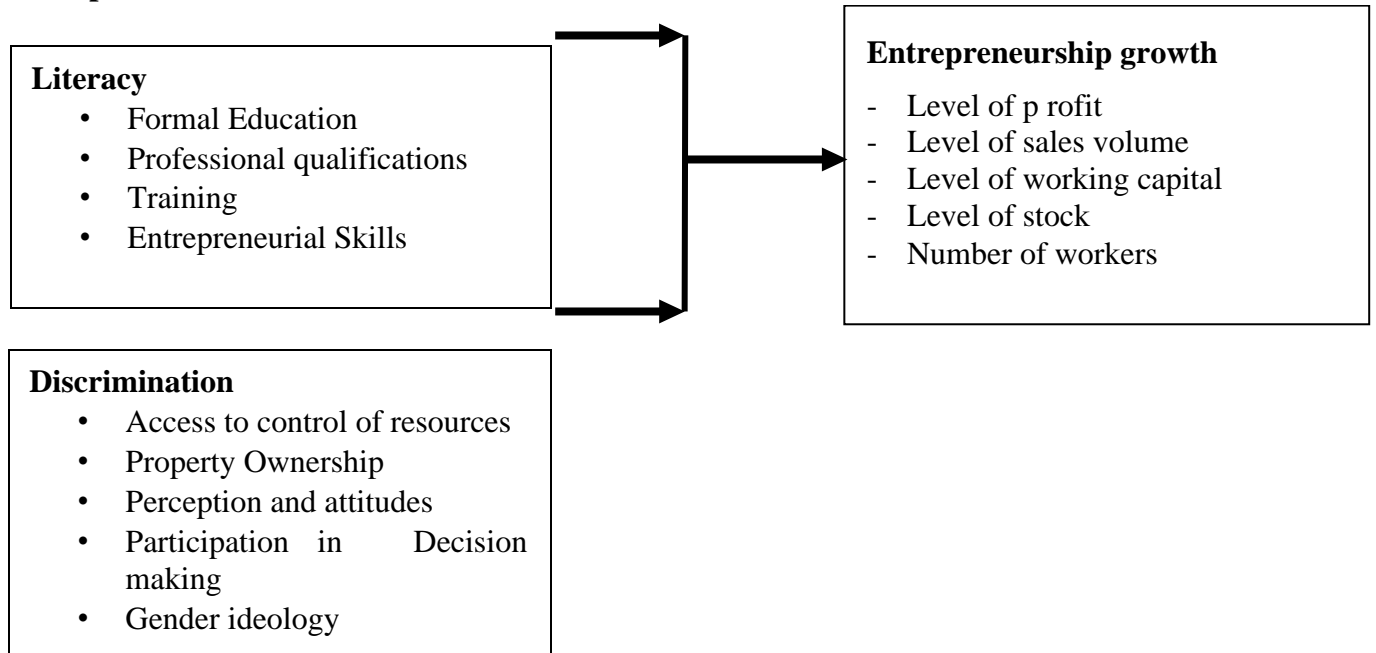


Figure 1: Conceptual Framework Empirical Review Literacy and growth of women-owned MSE

Thinji and Gichira (2017) study was to determine entrepreneurial factors influencing performance of SMEs in Ongata Rongai Town, Kajiado County, Kenya. The target population was 372 licensed SMEs and adopted survey research design method, involving classification of SMEs into primary and secondary clusters followed by multistage samplings. The findings showed entrepreneurial factors commitment and innovation had significant and positive influence on the performance of SMEs. In conclusions commitment and innovation significantly influenced performance of SMEs, while independence and experience had a major influence SMEs performance. The study recommended extensive training and coaching of entrepreneurs on business vision, goal settings, value addition, new market development, risk taking and decision making. Further research was suggested in other entrepreneurial factors influencing SMEs performances.

Mwangemi and Wilson (2017) sought to determine effect of education and socio-cultural factors on the growth of SMEs in Kenya adopting descriptive cross sectional design using 395 SMEs. Primary data were collected through questionnaires administered on owners and managers of SMEs by the researcher by way of structured interviews. The study established a direct correlation

between training and education with SME's growth and sustainability, suggesting that training and education influences the growth of SMEs in Kenya to a very significant extent.

Socio-cultural factors not only influence significantly the profitability but also the work force. Entrepreneurial training programs should be developed as part of the national school curriculum as well as development of training programs for SMEs which should include awareness on business ethics and tendering procedures.

Discrimination and growth of women-owned MSE

Although men may find themselves in similar situation, women suffer most because of the limited connection, network and the necessary exposure to various institutional arrangements. Women are often considered also as disadvantages among entrepreneurs given their nature.

The study by Mwangemi and Wilson (2017) used triangulation of the research methods and recommends that socio cultural complexities can consist of traditional beliefs which can be accepted as the norm or standard way of doing business. As mostly family-oriented businesses, most SMEs values and ways of doing business are tied to the traditions and beliefs of the owners/managers. Based on the findings that social cultural factors significantly influence the profit and the work force, the study recommends that training programs for SMEs should include awareness on the fact that SME as a business requires strict observance of business ethics.

Most of the SMEs in Kenya tend to employ relative and family members on the belief that family members as key stakeholders have the best commercial interests for the wellbeing of the SME. The obvious downside risk to this approach is the lack of transparency and often can lead to ethical issues. Education and training programs will help expose the need to employ competent managers who understand the value of business ethics.

In Zimbabwe, Chinomona & Maziriri (2015) studied challenges faced by women entrepreneurs in South Africa and concluded that lack of education & training, lack of access to finance, gender discrimination, negative attitudes and inadequate resources are the main factors that hinder the performance of women entrepreneurs.

Majenga and Mashene (2014) studied the influence of socio-cultural factors (SCFs) on financial performance (FP) among women small and medium- enterprises (SMEs) in Tanzania using Descriptive analysis adopting questionnaire survey of 80 women owner-managers was conducted in Dodoma region of Tanzania to collect quantitative data Results show that SCFs and FP of women SMEs are related. Inadequate education and business training, poor access to business information, interference of husbands in business fund control, poor support from husbands are the critical SCFs which affect FP (capital growth and sales volume) of women SMEs. The study recommends that serious training programmes need to be designed and implemented in order to discourage unfavourable SCFs and promote the favourable ones.

Research Gaps

Several studies have been conducted on women-owned MSEs in both urban and, rural areas and how it is influenced by financial practices, but no comprehensive study has been done to address; literacy levels, social cultural practices, access to social networking as the factors influencing Growth of women-owned MSEs in Likuyani Sub County, Kakamega County. Majenga and Mashenene (2014) focused on women small and medium- enterprises (SMEs) in Tanzania; Chinomona & Maziriri (2015) focused on women entrepreneurs in South Africa and Zimbabwe while Mwangemi and Wilson (2017) focused on family-oriented businesses. Therefore, this study sought to yield solutions to the problems in growth of women-owned MSEs in Likuyani Sub County, Kakamega County due to socio-cultural factors.

RESEARCH METHODOLOGY

This study used descriptive survey (describing the characteristics of existing phenomenon) in obtaining information in the area of research Socio-cultural factors and growth of women-owned MSEs in Likuyani sub-County, Kakamega county in Kenya. The target population was 729 MSE women business owners. The study used stratified sampling to arrive at an adequate sample of 252 respondents. The researcher used a questionnaire as the main primary data collection technique. The questionnaire was administered on the basis of drop and pick later. The study used quantitative approach to produce descriptive statistics for establishing patterns, trends and relationships.

DATA PRESENTATION, DISCUSSION AND INTERPRETATION OF FINDINGS

Response rate

The study sample size was 252 respondents. So questionnaires were administered to 252 respondents, where the response rate was 186, which translates to 73.81%. According to Mugenda and Mugenda (2003), a study response rate above 69% is high and very good and is adequate to yield favourable results. This is enough evidence that the results from the present study were accurate and suitable for inference to the entire population.

**Descriptive statistics Influence of literacy on the growth of women-owned MSEs Table 1:
Analysis by Influence of literacy on the growth of women-owned MSEs**

Literacy and Entrepreneurship Growth	<u>M</u>	<u>SD</u>
The level of formal education (low academic qualifications) greatly reduces the level of growth of our business	2.85	1.25
Women owners lack higher professional qualifications which contributes to absence or low growth of their business	3.35	1.12
My lack of entrepreneurial Skills largely contributes to the low growth of my business	3.40	1.13
The absence of target-oriented training hinders prospects of growth of my business	3.58	1.16
My lack of adequate technical competence deters growth of my business	3.47	0.99
Growth of my business has been hampered by my lack of experience in business	3.35	1.16
Average influence of literacy on Growth	<u>3.33</u>	<u>1.13</u>

The results in table 1 indicate that the respondents were impartial on assertion that literacy had average influence on growth of literacy (M=3.33, SD=1.13). The study tested various indicators; where on the level of formal education (low academic qualifications) greatly reduce the level of growth of our business the respondent disagreed that this had any influence (M=2.85, SD= 1.25). They agreed that growth was affected by lack of higher professional qualifications in women in the sub county (M 3.40, SD= 1.13) together with lack of experience hampering growth (M=3.35, SD= 1.16). They also agreed that lack of entrepreneurial skills (M= 3.58, SD= 1.16).) As well as the lack of adequate technical competence (M= 3.47, SD= 0.99) led to the low growth in the Women led MSEs.

Effect of discrimination on growth of women-owned MSEs Table 1: Analysis by discrimination on growth of women-owned MSEs

Discrimination and Entrepreneurship Growth	M	SD
Growth of my business is deterred by my lack of adequate access to control of resources for supporting the business	2.51	1.18
The reason for low growth of my business is because I do not have property ownership to help me inject funds to the business	3.64	1.20
The low perception and attitudes towards women in my area strangles growth my business	3.65	1.01
In my households I do not participate in Decision making, which blocks access to resources necessary for business growth	3.70	1.19
There is negative gender ideology in our community against women which affects performance our business (hindering the business growth)	3.54	1.18
Average Effect of discrimination on growth	3.41	1.15

The respondents agreed that discrimination affected growth of women-owned MSEs (M=3.41, SD= 1.15). They disagreed that growth was influenced by their lack of adequate access to control of resources for supporting the women led MSEs (M=2.5, SD= 1.18). They strongly agreed that the low growth was influenced by inability to have property ownership to help them inject funds into business (M= 3.64, SD= 1.20) as well as low perception and attitudes towards women in Likuyani strangles growth (3.65, SD= 1.01). In addition to these they also agreed that by not participating in decision making in their households which blocks access to resources necessary for business growth (M= 3.70, SD = 1.19) together with negative gender ideology in their communities against women which influenced performance of the SMEs (M= 3.54, SD= 1.18).

Correlation Analysis on Independent and Dependent Variables Table 3: Correlation Results

		Entrepreneurship growth	Literacy	Discrimination	Domestic commitments	Social Networking
Entrepreneurship growth	Pearson Correlation	1	.515**	.540**	.621**	.544**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	186	186	186	186	186
Literacy	Pearson Correlation	.515**	1	.490**	.639**	.562**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	186	186	186	186	186
Discrimination	Pearson Correlation	.540**	.490**	1	.705**	.545**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	186	186	186	186	186
Domestic commitments	Pearson Correlation	.621**	.639**	.705**	1	.670**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	186	186	186	186	186
Social Networking	Pearson Correlation	.544**	.562**	.545**	.670**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	186	186	186	186	186

** . Correlation is significant at the 0.01 level (2-tailed).

According to the results, the relationship was high since the IV; Literacy ($r = 0.515$; p -value = 0.000); Discrimination ($r = 0.540$ p -value = 0.000); Domestic commitments ($r = 0.621$; p -value = 0.000), and Social Networking ($r = 0.544$; p -value = 0.000) was significantly related to the DV; growth of MSEs in Likuyani Sub County. This was because the p -value for each IV was less than 0.05. The result show that Domestic commitments ($r = 0.621$) had the highest relationship, followed by Social Networking ($r = 0.544$), Literacy ($r = 0.515$), and Discrimination ($r = 0.540$). Domestic commitments ($r = 0.621$) had a high significant relationship with growth of MSEs in Likuyani Sub County since the coefficient of correlation was greater than 0.6. Each of Social Networking ($r = 0.544$), Literacy ($r = 0.515$), and Discrimination ($r = 0.540$) had a moderate

significant relationship with growth of MSEs in Likuyani Sub County since the coefficient of correlation ($r = 0.438$) was greater than 0.3 and less than 0.6. These findings are consistent with Thinji and Gichira (2017) whose findings showed entrepreneurial factors commitment and innovation had significant and positive influence on the performance of SMEs. Likewise, Mwangemi and Wilson (2017) established a direct correlation between training and education with SME's growth and sustainability, suggesting that training and education influences the growth of SMEs in Kenya to a very significant extent.

Regression Analysis Model summary Table 4: Model Summary for Growth of women-owned MSEs in Likuyani Sub County

R	R Square	Adjusted R Square	Std. Error of the Estimate
.823 ^a	0.6769	0.6698	.59480

a. Predictors: (Constant), Social Networking, Discrimination, Literacy, Domestic commitments

Table 4 shows the coefficient of determination was .6769, an indication that 67.69% of variation in Growth of women-owned MSEs in Likuyani Sub County is explained by literacy levels, discrimination, domestic commitments, and social networking. Therefore, all the variable; literacy levels, discrimination, domestic commitments, and social networking are strong determinants of Growth of women-owned MSEs in Likuyani Sub County. In conclusion, it was showed that the Growth of women-owned MSEs in Likuyani Sub County was significantly and positively explained by Discriminations, Literacy, Domestic commitments.

ANOVA

Table 5: ANOVA for Growth of women led MSEs in Likuyani Sub County

	Sum of Squares	df	Mean Square	F	Sig.
Regression	134.209	4	33.552	94.830	.000 ^b
Residual	64.040	181	.354		
Total	198.249	185			

a. Dependent Variable: Growth of women led MSEs in Likuyani Sub County

b. Predictors: (Constant), Social Networking, Discrimination, Literacy, Domestic commitments

Results in Table 5, indicates that p-value = 0.000. Since p-value < 0.05 (F=94.830, Pvalue=.000), then at the 5% significance level (i.e. $\alpha = 0.05$, level of significance), there exists enough evidence to conclude that at least one of the predictors; literacy levels, discrimination, domestic commitments, and social networking are useful in predicting the Growth of womenowned MSEs in Likuyani Sub County. Therefore, the model is useful in explaining to Growth of women-owned MSEs in Likuyani Sub County.

Regression of Coefficients Table 6: Results of Regression of Growth of women-owned MSEs in Likuyani Sub County

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	β	Std. Error	Beta		
(Constant)	-0.615	0.220		-2.799	0.006
Literacy	0.321	0.075	0.233	4.286	0.000
Discrimination	0.430	0.064	0.364	6.672	0.000

a. Dependent Variable: Growth of women led MSEs in Likuyani Sub County

The study noted that literacy ($\beta=0.321$, $p=0.000$) and discrimination ($\beta=0.430$, $p=0.000$) had a positive and significant relationship with the growth of women led MSEs in Likuyani Sub County. The findings established that holding all other factors constant, growth of women-led enterprises in in Likuyani Sub County would be at -0.615. The findings established a unit increase in literacy holding other factors constant leads to growth of women-led enterprises by 0.175. A unit increase in discrimination while holding other factors constant leads to growth of women led MSEs in Likuyani Sub County by 0.430. These findings are consistent with Thinji and Gichira (2017) whose findings showed entrepreneurial factors commitment and innovation had significant and positive influence on the performance of SMEs. Likewise, Mwangemi and Wilson (2017) established a direct correlation between training and education with SME's growth and sustainability, suggesting that training and education influences the growth of SMEs in Kenya to a very significant extent.

SUMMARY, CONCLUSION AND RECOMMENDATIONS Summary of Findings

The study noted that literacy ($\beta=0.321$, $p=0.000$) and discrimination ($\beta=0.430$, $p=0.000$) had a positive and significant relationship with the growth of women led MSEs in Likuyani Sub County. The findings established a unit increase in literacy holding other factors constant leads to growth of women-led enterprises by 0.175. A unit increase in discrimination while holding other factors constant leads to growth of women led MSEs in Likuyani Sub County by 0.430.

Conclusions

Based on the study findings, the study concludes that literacy has a significant positive influence on the Growth of women-owned MSEs in Likuyani Sub County, Kakamega County. It was revealed that adequacy of entrepreneurial skills, access to target oriented training, and possessing technical competence highly influence the growth of this enterprise while attainment of high levels of Formal Education, acquisition of Professional qualifications and Experience in providing

services moderately influence growth of these enterprises. Thus, it is appropriate for women in business to attain high entrepreneurial skills, frequently attend to target oriented training, and obtain technical competence for their business to grow.

The study concludes that discrimination has significant influence on the growth of women-owned MSEs in Likuyani Sub County, Kakamega County where increase discrimination highly reduces the growth of these businesses. In these county, lack of property ownership, the negative perception and attitudes on women, failure of women participation in decision making and the gender ideology pitting women highly affect the growth of women-owned MSEs in Likuyani Sub County negatively. The more any one of these increases, the more the growth of their businesses is strangled. Propagation of any of these factors is recipe for failure of women-owned businesses. Meanwhile lack of access to control of resources moderately reduces the growth women led MSEs in Likuyani Sub County.

Recommendations

The study made policy recommendation based on the findings and study objectives. First, the study recommends that the women in Kakamega County should seek to access basic secondary school education at minimum. Since this may not be visible to them. The study recommends that the county government of Kakamega should initiate program for access to secondary school education targeting women empowerment. They should create flexible teaching times convenient to the women. The study suggest that these women should seek to attain some basic entrepreneurial skills coupled with basic accounting. The county government should play a leading the equipping of women with entrepreneurial and accounting skills by organising facilities for women business skills access. In addition, the county government assisted by volunteer bodies such as Non-Governmental Organizations (NGOs) and Community Based Organisations (CBOs) should organize frequent target oriented courses in entrepreneurship and blushes management for women.

Secondly, the study recommends that the county government of Kakamega should take stringent measures for ensuring that section of the constitution of Kenya (2010) relates to gender equity and rights of women are keenly observed for eliminating discrimination. Women should equally enjoy the spirit of the Kenya constitution as their male counterparts. In addition, should be informed of their rights on ownership property and their right to access to control of resources out of which they should as well practice these right when starting up of managing their businesses. Arrangement should be made by the county government of Kakamega and other rights bodies as well as NGOs and CBOs who should propagate for the right of women through conducting seminars, forums and trainings. Women should be made to understand their right to participation in decision making and practice this in business management. The study recommends that the government should through their local administration create sensitization forums to educate the locals in Likuyani on discarding the negative perception and attitudes about women and behave in line with the Kenya constitution (2010). Men must be made to kill the gender ideology which regards female as second class citizen but rather regards them equally as men.

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